

Colorado Maternal and Child Health Priority

Teen Motor Vehicle Safety Annual Update

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Significant 2012 MCH Priority Achievements

- In January 2012, The Executive Director of the Colorado Department of Public Health and Environment named Injury Prevention as one of Colorado's *10 Winnable Battles*. One of the three objectives of the Injury Prevention Winnable Battle is to decrease teen motor vehicle death rates to 10.5 per 100,000 teens ages 15-19 by 2016. Local public health agencies that are working on the teen motor vehicle MCH priority are helping the state achieve this goal.
- In July 2012, the Injury, Suicide and Violence Prevention (ISVP) Branch partnered with members the Colorado Teen Driving Alliance (CTDA), the teen motor vehicle MCH Implementation Team (MIT), to host the *Colorado Motor Vehicle Winnable Battle Academy*. Motor vehicle partners from across the state were invited to apply to the Academy as multidisciplinary teams. The Academy Planning Committee selected ten local teams from different parts of the state to participate in the one and a half day event. Keynote speakers included representatives from the CDC, the National Highway Traffic Administration, the Executive Director of CDPHE, and the Chief of the State Patrol. Each local team was assigned a mentor from the CTDA. Local teams worked with their mentor to identify community-specific motor vehicle problems using available data. Teams also conducted stakeholder analyses and created local level action plans.
- The CTDA also collaborated to develop a survey to assess teen knowledge of the existing graduated driver's license (GDL) law. This survey was administered through Department of Motor Vehicle offices throughout the state. The CTDA used the survey results to inform educational efforts to reach teens.
- The ISVP Branch completed a 2012 Injury in Colorado Data Report, which included a section on child and adolescent motor vehicle safety. Additionally, the Colorado Department of Transportation contracted with the CDPHE to produce its Annual Problem Identification Report, which includes child and adolescent motor vehicle safety data by county. The ISVP Branch also produced a Motor Vehicle Winnable Battle Fact Sheet for Colorado's Winnable Battle Initiative. These data reports were widely distributed to motor vehicle partners throughout the state via websites, email and other communication channels.

Implementation Challenges Encountered

- During the second half of 2012, several key CTDA (the teen motor vehicle MIT) members left their positions, including the policy and communication coordinator at CDPHE and the public relations manager at CDOT. As a result of these staff changes, several of the resources listed in the teen motor vehicle local action plan template were delayed. Additionally, the telephone survey that the CTDA intended to conduct to assess knowledge of current teen motor vehicle laws was

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also delayed until the beginning of 2013. The staff vacancies at CDPHE and CDOT have now been filled. The CTDA anticipates beginning to finalize the majority of the resources mentioned in the local action plan in early 2013.

Local Public Health Agency Implementation Support

- The CTDA completed a Safety Advocate Section of the In the Driver's Seat Website (www.coteendriver.com), which houses resources and tools for organizations and individuals working on teen driving issues in local communities. Additionally, the CTDA created a collaboration website to facilitate communication between CTDA members and communities (www.teendrivingallianceco.com).

Lessons Learned in 2012

- The teen motor vehicle local action plan template was loosely based the Shaping Policy for Health Framework. While this framework works well for teen motor vehicle issues, many of the policy tools needed to be simplified and adapted to meet the needs of local public health departments. The CTDA needs to provide more comprehensive technical assistance to local communities working on these issues. Since there are only a few local public health departments working on this priority, CDOT grantees and other communities that have teen driving safety programs are provided the same tools and resources as the public health agencies are.

Next Steps and Goals for 2013

- The CTDA will commission a telephone survey for adults to assess their knowledge of current motor vehicle laws. This survey will be conducted in February-March 2013. Results will be shared with local public health agencies and other motor vehicle partners.
- The CTDA will complete all the remaining resources mentioned in the teen motor vehicle local action plan template and will post them on the Safety Advocates Section at www.coteendriver.com and on the CTDA collaboration site at www.teendrivingallianceco.com.
- In 2013, CDOT started funding a motor vehicle statistical analyst position within the ISVP Branch at CDPHE. The statistical analyst will prepare the Annual Problem Identification Report for CDOT, which includes county and region specific information that will be useful to local public health agencies working on this priority. The statistical analyst will also be available to respond to motor vehicle data requests from local health agencies and will provide technical assistance on how to use motor vehicle data.
- In 2013, the ISVP Branch and the CTDA will host quarterly learning circles for local public health agencies and other organizations working on teen motor vehicle safety. Technical assistance opportunities will also be available throughout the year.